RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 5, 1998

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

JUNE CTS: DORAL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800532

Dear Bill:

DORAL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with 18 Display / P.O.S. Kits, Item #542195 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product and Display Kits.

PO #051998CTS

DORAL B4G1F BRAND STYLEs	UPC Code	#/ (6M) Cases
Light King	12300-25350	3
Light 100	12300-25351	3
FF 100	12300-25352	3
Lt Men 100	12300-25353	3
Ult Lt 100	12300-25354	3
Box 100	12300-25355	3
Lt Box 100	12300-25356	3

Displays (Item #542195)

SKU CUBE:	**2.3350**
SKU WT (w/o Product):	**4.4200 lbs**
Retail Sales Offer per Sku:	**70 units**
Billing per 6M Case:	**24 Savings Cartons**
Product / Display Arrival:	**May 19, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
EFT $ Amount:	**$4,643.17**

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR JUN B4G1F'

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B4G1F CTS
DONAHUE TOBACCO CO.

PROMOTION DESCRIPTION:
DORAL DISPLAY KIT CONTAIN GENERIC 30-CARTON DISPLAY, 1 P.O.S. CARD, AND 1 RISER CARD.

******* NO PACKING IS REQUIRED *******

SHIP NUMBER OF P.O.S. / DISPLAY KITS (Item #542195) AND NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $3.60 per each **promoted 6M** case for all product packed and shipped to retail on a timely basis. This equates to **$75.60 (21 (6M) case(s) @ $3.60)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162302
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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DIRECT ACCOUNT CUSTOMER LIST

PROMOTION #800532: DORAL BUY 4 PACKS GET 1 PACK FREE

RETAIL DISTRIBUTION DATE: 6/8/98

DIRECT ACCOUNT TO SHIP NUMBER OF DISPLAYS AND CARTONS PER BRAND STYLE TO RETAIL. NO PACKING REQUIRED.

7 BRAND STYLES: DORAL LT / DORAL LT 100 / DORAL FF 100 / DORAL LT MEN 100 / DORAL ULT LT 100 / DORAL BOX 100 / DORAL LT BOX 100

7 STYLES

S/REP	R/REP	R/JR	ACCOUNT NAME	ADDRESS	CITY	STATE	CHAIN ID	SEGMENT	VAP SIS	VAP NAME	VAP SPL	# DISPLAYS (ITEM #642195)	CARTONS PER STYLE	
162302	162320	566184	MINOQUE'S BEVERAGE	AVIATION ROAD	QUEENSBURY	NY	1126-00-00	CS	160600	DONAHUE TOBACCO CO		6	30	
162302	162321	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRIN	NY	1126-00-00	CS	160600	DONAHUE TOBACCO CO		6	30	
162302	162321	566189	MINOQUE'S BEVERAGE	ROUTE 9	WILTON	NY	1126-00-00	CS	160600	DONAHUE TOBACCO CO		6	30	
													3	CASES

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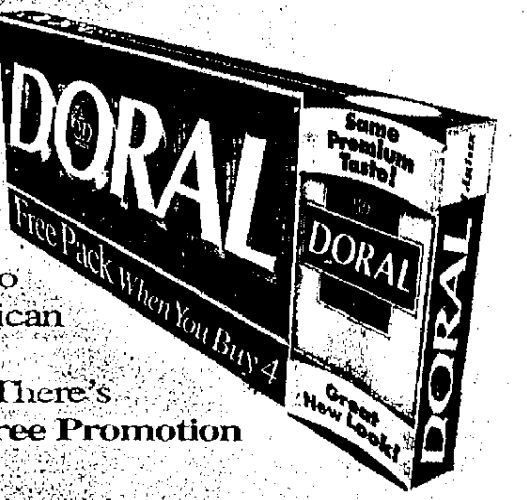
DORAL

June Brings Our New Look, The Big American Adventure Sweepstakes, And A Buy 4 Packs Get 1 Free Promotion.

We couldn't make June a bigger sales opportunity for you. We'll be introducing our dramatic new packaging design with a sweepstakes that allows your customers a chance to win a trip to 6 great American destinations. We didn't stop there though. There's the **Buy 4 Packs Get 1 Free Promotion** in June, as well.



POS Card/ Alternate Header -
This impactful 17"x 14" paster will help increase customer awareness along with offering more in-store advertising opportunities.

Floor Display -
- Temporary/ Semi-permanent Display.
- Designed to maximize presence of your promotion.
- Header card captures customer interest in this special promotion.

51845 7679

SWEEPSTAKES VOID IN MA, MI, AND VA, AND WHERE PROHIBITED BY LAW.

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